

Bachelor thesis "The analysis of marketing communications of The Prague Spring International Music Festival 2009" deals with the method how basic marketing principles are applied in the field of arts. The major goal of this study is: 1. to make a list of the main features marketing of an art organization should include, 2. to name the reasons why marketing policy should be adopted by such organization's management, 3. to indicate conditions needed for success in arts marketing. The theoretical part is based upon the relevant art marketing publications available, and on the major marketing literature which creates a framework for modern marketing theory.

The second part deals with the marketing campaign of the The Prague Spring International Music Festival 2009 which is widely considered to be the most significant cultural event within the Czech republic and Central Europe as well. The analysis consists of detailed description of the marketing planning proces, characterization of the campaign's communication mix, and the evaluation of it's effectiveness. There's also a short resumé at the end of the text which provides a brief review of festival camping. Complex overview of all the information gained by writing the diploma thesis and studying the subject is also included.